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Dated: January 24, 2005

Signature:

(Sandy Reisman)

Docket No.: 291508005US1
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Steve Beck et al.

Application No.: 09/721,441

Confirmation No.: 2327

Filed: November 22, 2000

Art Unit: 3622

For: DYNAMICALLY TARGETING ONLINE
ADVERTISING MESSAGES TO USERS

Examiner: J. D. Carlson

NOTIFICATION OF LOSS OF ENTITLEMENT TO SMALL ENTITY STATUS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Assignee, aQuantive, Inc., hereby notifies the Patent and Trademark Office that it is not entitled to status as a small entity, and that the claim for small entity status filed by the Applicants is hereby withdrawn.

Applicants believe no fee is due with this paper. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

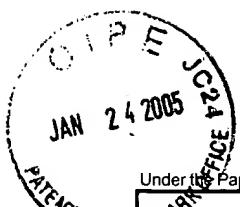
Dated: January 24, 2005

Respectfully submitted,

By

Steven D. Lawrenz

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PTO/SB/21 (09-04)

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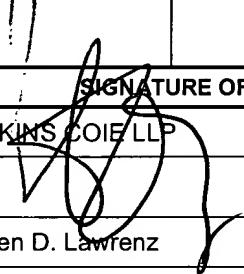
(to be used for all correspondence after initial filing)

		Application Number	09/721,441-Conf. #2327
		Filing Date	November 22, 2000
		First Named Inventor	Steve Beck
		Art Unit	3622
		Examiner Name	J. D. Carlson
Total Number of Pages in This Submission	4	Attorney Docket Number	291508005US1

ENCLOSURES (Check all that apply)

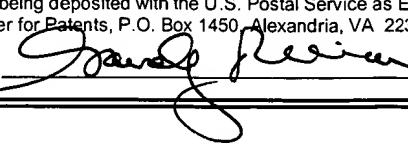
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<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input checked="" type="checkbox"/> Notice of Appeal (+ copy)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	Notification of Loss of Entitlement to Small Entity Status
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	Check
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	PERKINS COIE LLP		
Signature			
Printed name	Steven D. Lawrenz		
Date	January 24, 2005	Reg. No.	37,376

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